

NATIONAL TOURISM STRATEGY

Every 6 months, led by the Prime Minister, the **Inter-ministerial Council Meeting on Tourism** brings together the relevant ministers, elected officials and industry professionals around a common project and objective: to ensure the success of tourism throughout French territories. Between each meeting, a **Tourism Steering Committee**, chaired by the Ministry for Europe and Foreign Affairs, mobilises the government team around the goals and objectives defined.

As the leading destination in terms of visitor numbers, France must constantly adapt to the new global situation (multiplication of new competing destinations, emergence of a strong Asian middle class, new digital practices) and bring its potential to fruition. The government wishes to host the growing proportion of international tourists who stay longer during their stay in order to generate more economic revenue. To contribute to this, it has commissioned Atout France to act in two key areas: investment and promotion of destinations

Promoting investment throughout the regions

Tourism investment is an important means to **strengthen the appeal of destinations and sectors** and represents a **powerful tool for business competitiveness**. Investing in the development of the tourism industry is therefore a requirement for the internationalisation of French tourism and for the distribution of visitor flows throughout the regions.

With this in mind, the Government has reaffirmed its commitment to support French destinations in their development strategy and in setting up their investment projects with the support of Caisse des Dépôts (€500 million over 5 years), BPI (€200 million) and the future Agence nationale des territoires (National Agency of the Regions). To do this, it has set up the "**France Tourisme Ingénierie**" (France Tourism Engineering) scheme led by Atout France, which is responsible for achieving this goal and bringing annual tourism investment to more than 15 billion euros, an increase of more than 20% on the current rate.

Promoting the diversity of French destinations

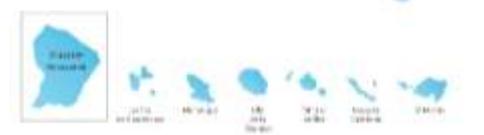
To promote the diversity of its tourism offer and to better distribute the flow of visitors across the country, France has built its promotional strategy around **15 global French destination brands** (Bordeaux, Mont-Blanc, the Champagne region, Normandy, Provence, etc.). The international reputation of each location makes them true "headliners", capable of enhancing the value of the wider territory to which they belong. The Government also encourages the emergence of new tourist destinations by relying on the impact and structural capacity of Destination Contracts.

Global brands and Destination contracts



THE 15 GLOBAL FRENCH DESTINATION BRANDS

Mont Blanc & the Alps	Corsica	Loire Valley
Alsace & Lorraine	French Riviera (Côte d'Azur)	
Biarritz & the Basque Country	Lyon	
Bordeaux	Normandy	
Burgundy	Occitane - South of France	
Brittany	Paris	
Champagne	Provence	



Diversifying holiday experiences

During the 2nd Tourism Steering Committee Meeting, the government chose to consolidate certain **key tourism sectors** (e.g. *business tourism, cultural tourism, ecotourism, etc.*) in order to strengthen the appeal and the quality of the existing offers.

In addition, Atout France has identified **promising sectors** in terms of image and development potential (e.g. *wine tourism, coastline and cruises, well-being, golf, etc.*) enabling French and international tourists to discover French destinations around original experiences. A specific action plan is dedicated to cuisine.

Cuisine



Goût de France/Good France celebrates French cuisine around the world. At the request of the President of the Republic, this event will be extended with the dinners on 21 March on all 5 continents (152 countries and 3,500 restaurants in 2017) and a new event, the *Paris Food Forum*, planned for June 2020.

SECTORS

- Professional meetings and events,
- City,
- Coastline and cruises,
- Nature,
- Overseas,
- Wine tourism,
- Culture,
- Spirituality,
- Mémoire,
- Well-being,
- Golf.

Ensuring the quality of the tourism offer

Ensuring the quality of the tourism offer is essential for strengthening France's appeal as a destination. To do this, in April 2016, and then in July 2019, the French Government approved the new rating requirements proposed by Atout France to promote a **more upmarket French accommodation sector**.

Other national initiatives have also been implemented, such as the **Qualité Tourisme** (Tourism Quality), **Tourisme & handicap** (Tourism & Disability) and **Destinations pour Tous** (Destinations for all) labels.

Promoting high-quality hosting

The Government aims to improve the quality of visitor hosting, from the point of preparing a trip to France, with the implementation of an accelerated visa policy in many markets. This wish to improve the customer experience also extends to improving flight connections and facilitating direct flights to the Paris CDG hub and other regional airports. It is also reflected in reduced waiting times at airport border control, with considerably increased resources.

